

**Pengaruh Harga, Kualitas Produk dan Brand Image terhadap
Keputusan Pembelian pada Caffeine Coffee Shop di Kota Semarang**

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ABSTRAK

Tujuan dari penelitian ini adalah mengetahui pengaruh Harga, Kualitas Produk dan Brand Image terhadap Keputusan Pembelian produk kopi di Caffeince Coffee Shop. Adapun sampel dalam penelitian ini ditentukan dengan metode accidental sampling yang kemudian didapat sampel 130 responden. Data dalam penelitian ini diperoleh dengan metode kuesioner yang diisikan secara mandiri. Analisis yang digunakan dalam penelitian ini menggunakan metode Structural Equation Modeling (SEM). Hasil dari penelitian ini membuktikan dan memberikan kesimpulan bahwa : (1) Harga berpengaruh positif dan signifikan terhadap keputusan pembelian pada Caffeine Coffee Shop di kota Semarang, (2) Kualitas Produk berpengaruh positif dan signifikan terhadap keputusan pembelian pada Caffeine Coffee Shop di kota Semarang, (3) Brand Image berpengaruh positif dan signifikan terhadap keputusan pembelian pada Caffeine Coffee Shop di kota Semarang.

Kata Kunci : harga, kualitas produk, brand image, keputusan pembelian

The Influence of Price, Product Quality and Brand Image on Purchasing Decision at Caffeine Coffee Shop in Semarang City

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ABSTRACT

The purpose of this research was to find out the influence of price, product quality and brand image through purchasing decision at Caffeine Coffee Shop. The sample in this reserach was determined by accindential sampling method then obtained sample of 130 respondents. The data in this research were obtained by questionnaire, filled independtly. The analysis in this research using Structural Equation Modelling (SEM) analysis. The results of this research prove and give the conclusions that: (1) Price has a positive and significant influence on purchasing decision at Caffeine Coffee Shop in Semarang City, (2) Product quality has a positive and significant influence on purchasing decision at Caffeine Coffee Shop in Semarang City, (3) Brand image has a positive and significant influence on purchasing decision at Caffeine Coffee Shop in Semarang City.

Keyword : price, product quality, brand image, purchasing decision